

Hollywood  
Property Owners  
Alliance

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Vice President  
Whitley Court Partners

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AMDA

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Loews Hollywood Hotel

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Avalon Hollywood

Frank Stephan  
Clarett West  
Development

Mark Stephenson  
Hollywood United  
Methodist Church

Alyssa Van-Breene  
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Gower LLC

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Kerry Morrison  
Executive Director



Hollywood Property Owners Alliance

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April 27, 2015

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: First Quarter Report January 1, 2015 through March 31, 2015

As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District.

#### I. Operational Issues

- The board approved the initiation of a competitive bidding process for the financial services agreement at their January meeting. RFP's were sent to five companies. On March 18, the ad-hoc finance committee met with four candidates. Two have been whittled down for further conversation after tax season is over.

- The City Clerk's office is in communications with the State Judicial Council relative to the non-payment of the assessment on the Hollywood Blvd. courthouse property. Judicial Council asserted that there was a portion of the assessment they did not think pertained to their property (e.g., marketing and communications should be exempted). City Clerk has communicated that adjustments to formula can only be made at the time Management Plan is created.

- Alyssa van Breene (property at NE corner of Gower and Hollywood) was nominated to replace Galo Medina, who had to resign to tend to family matters.

- Matthew Severson was hired to replace the position vacated by Sarah Besley. Matthew assumed the position of Operations Coordinator on February 2, 2015. Sarah is working on a retainer to assist with special projects, assessment tracking and training for this year. Ginnie Gallo was hired for a part-time position as Administrative Coordinator in January.

- Mr. Adrian Riskin submitted a voluminous public records request on January 8, 2015. Staff conferred with counsel to seek advice on how to be responsive in the midst of the day-to-day workload of managing the BID. The amount of material requested is considerable and includes records and photos dating back to 2007.

- Drew Planting resigned his seat on the board in March owing to the sale of his property on Cahuenga.
- In anticipation for the expiration of the lease in the current building at 1680 Vine, staff began looking at options, including the possibility of renting a storefront space in the “mid-BID” along Hollywood Blvd.

## II. Security

- The Americorps Hope for the Homeless worker started in January. This person is assigned specific outreach tasks in the BID and also will be conducting assessments of individuals who are homeless in Hollywood and referring them to the Coordinated Entry System at The Center at Blessed Sacrament.
- The Los Angeles County homeless count happened in Hollywood on the night of January 29. BID staff were involved in helping to organize and gather volunteers.
- A night-time walk was scheduled for the night of March 14 from midnite to 3 a.m. Several members from the Chamber and the BID went out to witness, first-hand, the conditions in the District in the middle of the night.
- Morrison presented to the board a “state of homelessness” report in February, documenting that the number of individuals sleeping in the BID has increased over the same time last year by 59 percent. She shared a number of theories and observations and said more insight will be available once LAHSA releases the official numbers after the January county-wide count.
- The board voted to oppose the current proposal for a city-wide street vending ordinance here in Los Angeles at their March meeting. The preference would be for a community to opt-out of the ordinance if it passes.
- The board took an “oppose” position on a bill introduced by State Senator Carol Liu, the “Right to Rest Act.” It is SB 268. The board authorized staff to write a letter to the State Senator in opposition to the bill.
- Statistics for first quarter are as follows:

Private Person’s arrests	114
Social Service referrals	315
Assistance to LAPD	53
Citizen Contacts	3,264
Business Contacts	5,312
Radio Calls	785

### **III. Streetscape and Planning**

- A Mobility Summit was organized for February 11 at the Ricardo Montalban Theatre. Staff worked with a team consisting of representatives from the Mayor's Office (Great Streets program); Dept. of Transportation and Dept. of Planning. The Summit featured a keynote address by Seleta Reynolds, the general manager of LADOT. The Coro Fellows class of 2015 conducted a survey of people in and around Hollywood to ascertain their experiences and opinions re/ transit and mobility preferences. About 100 people attended.
- The lease for the Cherokee space intended as a headquarters for the Clean Street maintenance team was finally consummated in January. The Sunset & Vine BID agreed to pay for the utilities.
- The board supported a property owner request in February to seek a gate on the East Cahuenga alley.

### **IV. Marketing and Communications**

- A "Foodie" blogger tour was scheduled for February 2, 2015. Included in the tour were several new establishments including Grom at Hollywood & Highland, and Greenleaf and Pressed Juicery, at Easttown. Existing venues who served new menu items included Katsuya and Cleo and the Library Bar.
- The "Up and Coming Hollywood" tour was conducted in March. The focus was on the arts and places where aspiring artists study and perform. Bloggers were taken to AMDA, Musician's Institute, Second City, the Record Parlour and Hotel Café.
- A micro-neighborhood mixer was held on January 14, 2015 in the "mid-BID" at LACE (Los Angeles Contemporary Exhibitions).
- The infographics were mailed to all property owners this quarter with a cover letter from Board President Monica Yamada and Executive Director Kerry Morrison.
- A reporter from Travel & Leisure contacted the BID for background information and quotes for an article featuring Hollywood scheduled for April.
- During this quarter, work was underway planning a neighborhood festival for November 2015. It will feature home-grown

**V. Other**

- Joe Mariani has been attending various meetings and focus groups organized by Youth Policy Institute around planning for the Promise Zone and Choice Neighborhood.
- Staff attended the California Downtown Association conference March 9 – 11 in Santa Monica. Kerry Morrison presented a “master talk” and also moderated a panel on homelessness.

**Hollywood Property Owners Alliance**  
**Annual Limits & Year-To-Date Totals**  
**Quarter Ending March 31, 2015**

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT SPENT 1st QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	3,563,944	1,565,205				
City Fees	35,639		35,870	35,870	-	
Contingency & Delinquencies	189,309		4,171	4,171	185,138	
Administration	237,206		37,825	37,825	199,381	
Security	1,633,020		353,606	353,606	1,279,414	The quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Maintenance	1,137,000		263,810	263,810	873,190	The quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Personnel	407,511		80,697	80,697	326,814	
ED&C/Marketing	118,639		21,912	21,912	96,727	
<b>TOTAL</b>	<b>3,758,324</b>	<b>1,565,205</b>	<b>797,891</b>	<b>797,891</b>	<b>2,960,664</b>	

Other income (not included above):	
Prior Year(s) Assessment Income Received:	103,559.26
DWP Grant	-
Penalty	1,629.13
Interest-LA City	4,625.49
Interest-other	86.58
<b>Total other income 1st Quarter 2015</b>	<b>109,900.46</b>